Rotation 3

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.



3610

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

Victor	ocius	Secre	ट्रे में	2 custry.	C. Samo
	75 (2 <u>6 1</u> 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	e e e e e e e e e e e e e e e e e e e			
thur do you a	ay that?		'DON'T KN	OW,' GO TO OTHERWISE,	
RECORD RESPO	nse verbati 5 <i>com</i>		back	of t	r.k.

361(

7.0	used by the company that puts out this product with this
	name? RECORD RESPONSE VERBATIM.
	dream Spaels
	3
	IF 'DON'T KNOW,' GO TO> Q8.0; OTHERWISE, CONTINUE.
7.1	ASK FOR EACH RESPONSE AT Q7.0:
	RECORD FIRST RESPONSE TO Q7.0: Aream Angels
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	that product is there
	46
	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
مر2ء ل	RECORD SECOND RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
1.7	IF MORE THAN THREE RESPONSES AT 07.0.

IF MORE THAN THREE RESPONSES AT Q7.0, USE BACK OF PAGE AND CONTINUE; OTHERWISE, GO TO --> Q8.0.

TO S

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

3610

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

does not

IF '... HAS A BUSINESS AFFILIATION/CONNECTION...,' CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies?
RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name?

RECORD RESPONSE VERBATIM.

CONTINUE.

	Now, I am going to ask yo choices. PAUSE. Again,	after I am done if you	has three
6 L 10 C	read the question again,	just ask me. PAUSE.	want me to
	Do you believe that this READ LIST	product with this name	

one, <u>is</u> being put out with the authorization or approval of any other company or companies;

two, is not being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

16 No+

IFPUT OUT WITH THE AUTHORIZATION/APPROVAL..., CONTINUE; OTHERWISE, GO TO --> Q10.0.

1 With what other company or companies? RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S),
GO TO --> Q9.3;
OTHERWISE, CONTINUE.

9.2 Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> 010.0.

Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name?

RECORD RESPONSE VERBATIM.

CONTINUE.

10.0 Would you please tell me what letter is on the back of the bottle?

RECORD LETTER.

LETTER: _____ CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.



11.0	Within the past six months, have you had your salon? RECORD RESPONSE WITH AN 'X.'	hair done a	it a 3619
	3. don't recall		
11.1	Within the next six months, are you likely to done at a salon? RECORD RESPONSE WITH AN 'X.'	have your h	lair
	1. yes		
	2. no CONTINUE.		
	3. don't know		
VERIE	FICATION:		
my wo	Finally, may I please have your name and teler information is so that my Supervisor can verif ork. If you are contacted, it will only be to acted this interview and for no other reason.	y a portion	of
-	phone Nu RECACTE		
ASK:	Is tha RECORD RESPONSE WITH AN 'X.'		
	2. evening telephone number		
THANK	RESPONDENT FOR HER TIME AND PARTICIPATION.		
Inte	erviewer Certification:		
Scre	I hereby certify that the information contains eener/Questionnaire is a true and accurate reco condent's comments as they were given to me.	ed on this ord of this	
	Interviewer's signature	nate	_
Supe	rvisor Validation:		
and	I hereby certify that I personally met this r confirmed her answers to questions 1.0 through	respondent 2.1.	
	Supervisor's signature		

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

<u>FB&A</u> 1/08 #1302A 3610

SCREENER - Y

condi would	uctin	o. My name is, and I am with g a very brief survey today on hair e to include your opinions.	care prod	e are ucts and
1.0	RECO	RD GENDER:		
		_1. male TERMINATE .		
	/	_2. female CONTINUE.		
1.1	cate	hat we can get a mix of individuals gories, would you please tell me if LIST. RECORD RESPONSE WITH AN 'X.	vou are	s age
	·	_1. under 18 TERMINATE.		
	_1	_2. 18 to 34 ———		
		_3. 35 to 54 CHECK SCREENI	NG QUOTA.	CONTINUE.
		_4. 55 or over		
		_5. refused DO NOT READ. TERMINA	TE.	REUSE.
2.0	follo	in the past six months, have you pu owing hair care products? LIST. RECORD RESPONSES WITH AN 'X	•	y of the
		Yes	<u>No</u>	Don't Recall
	-	shampoo? $\frac{\checkmark}{\kappa}$ 1.	2.	3.
	-	conditioner? $\sqrt{1}$.	2.	3.
	-	hair spray, styling gel, mousse, pomade, or style creme?	2;	3.
	÷	straightening balm? 1.	2.	3.
	-	curl-enhancing spray?1.	<u>4</u> 2.	3.
	-	shine serum?1.	2.	3.
	•		CONTINUE.	

3619

2.1 Within the next six months, are you likely to purchase any of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.' Don't <u>Yes</u> No . Know shampoo? ズ 1. conditioner? \times 1. hair spray, styling gel, mousse, pomade, or style straightening balm?..._____1. curl-enhancing spray?. . ____1. 3. shine serum? ____1. 3. IF 'YES,' TO ANY, CONTINUE; OTHERWISE, TERMINATE. 3.0 Do you, or does anyone else in your home, work for... READ LIST. RECORD RESPONSES WITH AN 'X.' _Yes No an advertising agency or marketing research firm? 1. X 2. a retail store or company that makes, sells, or distributes any hair care product? . . . IF 'YES' TO EITHER, TERMINATE. IF 'NO' TO BOTH, CONTINUE. 4.0 Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys? RECORD RESPONSE WITH AN 'X.' 1. yes TERMINATE. 2. no/don't recall CONTINUE. 4.1 During the past month, have you heard anything about the subject of any of the interviews we are conducting here at the mall? RECORD RESPONSE WITH AN 'X.' __1. yes TERMINATE. 2. no CONTINUE. 5.0 Do you usually wear contact lenses or eyeglasses when you are shopping? RECORD RESPONSE WITH AN 'X.' 1. yes CONTINUE. 1 2. no GO TO --> INVITATION TO INTERVIEW.

Screener - Y, Page 3

,	
Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'	3610
1. yes CONTINUE.	
2. no TERMINATE.	
5/2 Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'	
1. yes, agreed CONTINUE.	
2. no, refused TERMINATE .	
INVITATION TO INTERVIEW:	
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'	

 χ_{1} . yes, agreed **CONTINUE**.

2. no, refused TERMINATE.

Rotation 3

STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

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TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

REMOVE PRODUCT Y FROM BAG AND HAND TO RESPONDENT.

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

0.0	with this name? RECORD RESPONSE VERBATIM.	out this	product
	So Sexu		
À\$ 1.5			
		100	
			
	IF DON'T KNO		> Q7.0; CONTINUE.
		·	
6.1	Why do you say that? RECORD RESPONSE VERBATIM.		
	cause it is on the bottle	్	
bef ti			CONTINUE.

Rotation 3 $3\,6\,1\,3$ Questionnaire - Y, Page 2

Ъ.	name?	ith th
-	RECORD RESPONSE VERBATIM.	
_	have no idea	
_		
	IF 'DON'T KNOW, ' GO	ro>
	OTHERWIS	E, CON
ຕ .7∧:	SV FOR PAGE RESPONSE AT AT	
	SK FOR EACH RESPONSE AT Q7.0:	
R	ECORD FIRST RESPONSE TO Q7.0:	
W	hy do you say that INSERT 1ST RESPONSE TO 07.0	is
a	nother brand name used by the company that puts roduct with this name?	out th
R	ECORD RESPONSE VERBATIM.	
, 3		
-	<u> 중요합니다. 12 1일 </u>	
Š	, IF MORE THAN ONE RESPONSE AT Q7.0	•
W		
aı pi	ny do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> nother brand name used by the company that puts coduct with this name?	is out th
aı ol	nother brand name used by the company that puts	is out th
aı pi	nother brand name used by the company that puts coduct with this name?	is out th
aı pi	nother brand name used by the company that puts coduct with this name?	is out th
aı pi	nother brand name used by the company that puts coduct with this name?	is out th
aı pi	nother brand name used by the company that puts coduct with this name?	out th
al el	other brand name used by the company that puts roduct with this name? ECORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO	out th
al el	other brand name used by the company that puts roduct with this name? ICORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0	out th
ar Pr	Tother brand name used by the company that puts roduct with this name? ECORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO CORD THIRD RESPONSE TO Q7.0: Ty do you say that INSERT 3RD RESPONSE TO Q7.0	out th
are Private State of the Private State State of the Private State State State State State Sta	Tother brand name used by the company that puts roduct with this name? ICORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO COTHERWISE, GO TO CORD THIRD RESPONSE TO Q7.0: Ty do you say that INSERT 3RD RESPONSE TO Q7.0 other brand name used by the company that puts of t	out th
are Professional P	Tother brand name used by the company that puts roduct with this name? ECORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO CORD THIRD RESPONSE TO Q7.0: Ty do you say that INSERT 3RD RESPONSE TO Q7.0	out th
a i o Ri	Tother brand name used by the company that puts roduct with this name? ICORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO THERWISE, GO TO THE THERWISE, GO TO	out th
are Professional P	Tother brand name used by the company that puts roduct with this name? ICORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO THERWISE, GO TO THE THERWISE, GO TO	out th
a o Ri	Tother brand name used by the company that puts roduct with this name? ICORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO THERWISE, GO TO THE THERWISE, GO TO	out th
FIT	Tother brand name used by the company that puts roduct with this name? ICORD RESPONSE VERBATIM. IF MORE THAN TWO RESPONSES AT Q7.0 OTHERWISE, GO TO THERWISE, GO TO THE THERWISE, GO TO	, CON O>

Rotation 3 361 2



8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, <u>has</u> a business affiliation or business connection with any other company or companies;

two, does not have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

ve oblugav

IF '...HAS A BUSINESS AFFILIATION/CONNECTION...,' CONTINUE;
OTHERWISE, GO TO --> 09.0.

8.1. With what other company or companies?

/ RECORD RESPONSE VERBATIM.

IF 'DON'T KNOW' NAME(S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

GO TO --> Q9.0.

Even though you don't know the name or names, what if anything, can you tell me about the company or companies that you believe have a business affiliation or business connection with the company that puts out this product with this name?
RECORD RESPONSE VERBATIM.

CONTINUE.

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

	one, <u>is</u> being approval of	ng put out any other	with th company	e aut	horization companies;	n or	
	two, is <u>not</u> approval of	being put any other	out with	h the	authoriza	ation or or	
	three, don't		nave no (əpini	on?		
RECOR	d response <i>t</i>					14.4	
		Geralie talet					
Lb	.PUT OUT WIT	H THE AUTH	ORIZATIO O	ON/AP CHERW	PROVAL, ISE, GO TO	' CONTIL	NUE.
	what other o		companie	es?			
							i,
				IF	DON'T KNO GO T OTHERWISE	O> Q9	3.3;
	o you say th D RESPONSE V						
				· · · · ·	· · · · · · · · · · · · · · · · · · ·		
1					GO TO	> Q10	.0.
a C	Even though inything, ca companies th	n you tell at you bel	me abou ieve gav	t the	company ir author	or .	

RECORD RESPONSE VERBATIM.

10.0 Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

letter: / CONTINUE.

PUT PRODUČT BACK IN BAG AND CONTINUE.



11.0	salon?	e past six			had y	our :	hair	done	at a
	1. y	res ———							
	<u></u>	10	- 0	CONTINUE.					
	3.	lon't recal	1 —						
11.1	done at a	e next six of salon? PONSE WITH			ikely	r to 1	have	your	hair
	1. y	es							
	2. n	.0	- a	ONTINUE.					
	<u>X</u> 3. d	on't know-							
VERIF	'ICATION:								
This my wo condu	informatio rk. If yo	ay I please n is so tha u are conta interview a	ıt my Su ıcted, i	pervisor t will on	can v lv be	erify to c	a p	ortion	n of
Telep		SPONSE WITH	AN /X.						
	1.	daytime tel	ephone i	number					
	2.	evening tel	ephone 1	number					
THANK	RESPONDEN'	r for her t	IME AND	PARTICIPA	ATION	•			
Inte	rviewer Ce	rtification	:						
respo	ener/Quest: ondent's co	ertify that ionnaire is omments as	a true they wei	and accur	rate 1	recor	on t d of te	this this	
Super	rvisor Vali	dation:		-					
· _	confirmed 1	certify that ner answers	to ques	sonally me	t thi	.s re: ough :	spond 2.1.	lent .	
	arber Arsor	2 Bignacui	 						

SCR	FEN	IER	_	ν

condi would	uctin	o. My name is, and I am with We are g a very brief survey today on hair care products and e to include your opinions.	L
1.0	RECO	RD GENDER:	
		_1. male TERMINATE.	
	<u> L</u>	2. female CONTINUE.	
1.1	cate	hat we can get a mix of individuals in various age gories, would you please tell me if you are LIST. RECORD RESPONSE WITH AN 'X.'	
		_1. under 18 TERMINATE.	
		_2. 18 to 34	
		_3. 35 to 54 CHECK SCREENING QUOTA. CONTINU	E.
		_4. 55 or over	
		_5. refused DO NOT READ. TERMINATE.	E.
2.0	follo	in the past six months, have you purchased any of the owing hair care products? LIST. RECORD RESPONSES WITH AN 'X.'	
		Don't <u>Yes No Recall</u>	
	-	shampoo?	
	<u>-</u> ·	conditioner?123.	
	-	hair spray, styling gel, mousse, pomade, or style	
		creme? <u>Y</u> 1 2 3.	
	-	straightening balm? 1. ½ 23.	
	-	curl-enhancing spray?11	
	-	shine serum?123.	
		CONTINUE.	

		Yes	No_	Don't <u>Know</u>	
	- shampoo?	<u></u>	2.	3.	
	- conditioner?	y 1.	2.	3.	
	<pre>- hair spray, styling gel, mousse, pomade, or style creme?</pre>	<u>《</u> 1.	2.	3.	
	- straightening balm?	1.	2.	3.	
	- curl-enhancing spray?	1.	<u></u>	3.	
	- shine serum?	1.	<u>v</u> 2.	3.	
		IF 'Y	ES,' TO ANY OTHERWISE,		
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'				
			<u>Yes</u>	<u>No</u>	
	 an advertising agency or marketing research firm? . 		1.	<u>x</u> 2.	
	 a retail store or company to makes, sells, or distribute any hair care product? 	es · · · · · · F 'YES'	1. TO EITHER, NO' TO BOTH		
.0	Other than a political poll, during the past three months, have you participated in any marketing research surveys, including online surveys? RECORD RESPONSE WITH AN 'X.'				
	1. yes TERMINATE.				
	2. no/don't recall CONTIN	WE.			
. 1	During the past month, have you heard anything about the subject of any of the interviews we are conducting here at the mall? RECORD RESPONSE WITH AN 'X.'				
	1. yes TERMINATE.				
	2. no CONTINUE.				
.0	Do you usually wear contact lens are shopping? RECORD RESPONSE WITH AN 'X.'	es or e	yeglasses v	when you	
	1. yes CONTINUE.				
	x 2. no GO TO> INVITATIO				

5.1 Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'	
1. yes CONTINUE.	
2. no TERMINATE.	
5.2 Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'	
1. yes, agreed CONTINUE.	
2. no, refused TERMINATE.	
INVITATION TO INTERVIEW:	
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'	
1. yes, agreed CONTINUE.	
2. no, refused TERMINATE.	